

# Community Traffic Safety E-Newsletter

**REDUCING TRAFFIC-RELATED INJURIES STARTS AT THE COMMUNITY LEVEL!**

E-NEWSLETTER

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## NHTSA Launches New Community Traffic Safety Resource Center

NHTSA launched the new [Community Traffic Safety Resource Center](#) in February 2014. The web site features updated and easily accessible materials and resources for coalitions across the nation. It's new look, feel, and content, make it user-friendly for a wide range of audiences.

From the Resource Center, you can access information on how to build and sustain coalitions, a guide for maintaining administrative processes and coalition activities, contact information for regional liaisons and coalitions across the nation, a [Resource Library](#) with over 80 recent products and publications, and much more.

You can access the Community Traffic Safety Resource Center from the NHTSA site: [www.nhtsa.gov](http://www.nhtsa.gov). Now you have two options: (1) hover over top bar "Driving Safely" tab to expose the drop down menu and select Community Traffic Safety, or (2) Click on Community Traffic Safety on the left navigation menu. We encourage all coalition leaders and members to visit the Resource Center for help in growing and maintaining successful coalitions. Be sure to add [www.nhtsa.gov/communitytrafficsafety](http://www.nhtsa.gov/communitytrafficsafety) to your favorites.

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### Here is some of What We're Hearing from the Regions:

*"I am excited to see the changes taking place at NHTSA. The efforts to launch the Community Traffic Safety website and webinar series are refreshing and needed. Both provide invaluable tools and resources to sustain, engage and support the Community Traffic Safety Network."*

Andrea Atran, Community Traffic Safety Program Manager Florida DOT, Region 4

*"The Community Traffic Safety Resource Center website is an easy to use one stop location for all our Highway Safety partners. It contains the most up to date information on campaigns, priority issues and resources available. The renewed emphasis on traffic safety will help focus users on the mission of NHTSA and our traffic safety family."*

Bill Naff, Community Traffic Safety Liaison, NHTSA Region 3

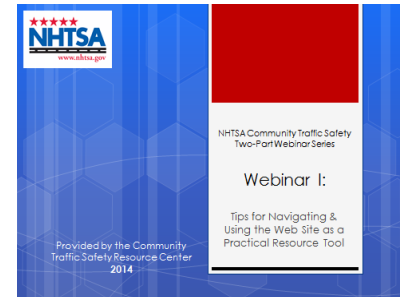
# Webinar Series Hosted Participants from throughout the county

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## Webinar I: “Tips for Navigating & Using the Web Site as a Practical Resource Tool.”

In February 2014, the NHTSA Community Traffic Safety Resource Center hosted its first webinar. NHTSA Region Program Managers, Administrators and State partners learned about innovative ways to use resources to save time and money, as well as better educate and equip coalitions. Participants were encouraged to share the webinar with others once it is posted. The webinar covered the following topics:

- Searching for practical and relevant “how to” resource information
- Navigating the new Community Traffic Safety Web site
- Accessing key information
- Using resource information to efficiently communicate with stakeholders



**Note:** The webinars were recorded but need to be captioned. As soon as the webinars are posted, your NHTSA Liaison will let you know we are live for viewing.

## Webinar II: “How to Build & Sustain a Coalition to Achieve Long Term Success”

In March 2014, the Resource Center hosted its second webinar and opened it up to all traffic safety partners and coalitions. This webinar included three guest speakers representing NHTSA Regions 4, 5 and 6. Our speakers included Sharon George from Ohio's Stark County Sheriff's office, Andrea Atran from Florida's DOT Community Traffic Safety Team, and Sam Aguirre from Texas DOT Traffic Safety. The speakers covered the following topics:

- Recruiting a committed volunteer base
- Engaging and sustaining your coalitions
- Effectively tracking and evaluating your coalitions for success

**Note:** The webinars were recorded but need to be close captioned. As soon as the webinars are posted, your NHTSA liaison will let you know they are live for viewing.



# Resource Center Highlight

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## Coalition Activities: Distracted Driving

The following are examples of distracted driving prevention program activities found in community traffic safety programs. Distracted driving has been identified as one of the most deadly activities a motorist can perform while driving. The following activities can be found in community traffic safety programs:

### Policy and Legislation

- Work to encourage State legislatures to pass primary (standard) anti-texting/hand held cell phone use bans in every State
- Work for passage of laws that make texting and talking on a hand-held cell phone a primary offense
- Work to make fines for texting and hand-held cell phone violations strong enough to deter violators
- Studies for similar laws, like mandatory seat belt use, show higher fines lead to higher compliance rates
- Work with your campaign's legislative partners (law enforcement, health care and medical communities, etc.) to inform law makers about the dangers of distracted driving
- Involve all campaign partners to advocate for passage of primary enforcement laws that ban texting and hand-held cell phone use.

### Community Information and Education

- Generate awareness about "One Text or Call Could Wreck It All" and encourage community partners to join the "One Text or Call Could Wreck It All" cause
- Use ALL campaign partners to educate the public that distracted drivers are not only a danger to themselves, but everyone else on the road around them
- Educate the public on the benefits of laws that ban hand-held cell phone use and texting

### Organizational Practices

- Lead by example: make sure that you put your cell phone down and do not engage in any activity that takes your mind or eyes off the road or hands off the wheel

### Evaluate Your Program

To measure progress in your programs look at trend data for the following evaluation measures:

- Number of vehicles involved in distracted driving crashes
- Distribution and number of fatal and injury crashes by contributing factors such as texting, teens with passengers, cell phone use, other distractive behaviors, etc.

To view more Coalition Activities, including Alcohol and Impaired Driving, Occupant Protection, Aggressive Driver Prevention and more, visit: [Resource Center Coalition Activities](#)

## Upcoming Events

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The Community Traffic Safety website provides a direct link to NHTSA's [Traffic Safety Marketing Calendar of Events](http://www.TrafficSafetyMarketing.gov), or go to: [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov). This is NHTSA's primary portal for marketing upcoming traffic safety initiatives to the Nation, offering one-stop-shopping for national seat belt enforcement campaigns, impaired driving prevention campaigns, national distracted driving awareness and much more. Some of the upcoming 2014 traffic safety campaigns are:

**April 2014**  
***National Distracted Driving  
Awareness Month***

**May 5, 2014**  
***Cinco De Mayo  
Drunk Driving Prevention  
Campaign***

**May 19-June 1, 2014**  
***Click It or Ticket  
National Seat Belt Enforcement  
Campaign***



### **May 2014 is Motorcycle Safety Awareness Month**

Motorcyclists have all the same rights and privileges as any motor vehicle driver on the road. During this 2014 Motorcycle Safety Awareness Month, drivers and riders are reminded to safely "**share the road**" and to be alert to help keep motorcyclists safe. Use these marketing materials to spread the word about increasing motorcyclists' safety, and to support and enhance your motorcycle safety awareness programs.

Click [here](#) to download your campaign materials now.

## NHTSA Regional Community Traffic Safety Liaisons

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Region	Name	Email Address	Office Phone
1	Angie Byrne	Angie.byrne@dot.gov	617-494-3427
2	Francisco Gomez	Francisco.gomez@dot.gov	914-682-6162
3	Bill Naff	Bill.naff@dot.gov	410-962-0090
4	Belinda Jackson	Belinda.jackson@dot.gov	404-562-3739
5	Curtis Murff	Curtis.murff@dot.gov	708-503-8991
6	Troy Brown	Troy.Brown@dot.gov	817-978-0661
7	Dean Scott	Dean.scott@dot.gov	816-329-3900
8	Mary Damon	Mary.damon@dot.gov	720-963-3100
9	Brian Huynh	Brian.huynh@dot.gov	415-744-3089
10	Gina Beretta	Gina.beretta@dot.gov	206-220-7652

*Newsletter provided by:* The NHTSA Community Traffic Safety Resource Center. To submit pictures, success stories, Fresh Ideas or to make valuable information available to other coalitions on the Resource Center site, contact: [feedback-CTS@dot.gov](mailto:feedback-CTS@dot.gov).